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Notice of Intention to Circulate Petition

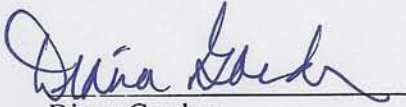
2008 JAN 16 PM 2:36

Notice is hereby given by the persons whose names appear below of their intention to circulate the petition within the City of Santa Monica for the purpose of placing limits on the amount of commercial development allowed in our city each year. A statement of the reasons for the proposed action as contemplated in the petition is as follows:

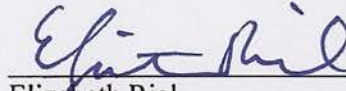
- Santa Monica is only 8 square miles, yet it is one of the most densely populated and traffic congested cities in Southern California. Excessive development and an explosion of new office and commercial buildings have brought in too much traffic and threaten to change the very nature of our beach community. For example:
 - Between 1980 and 2007, our city witnessed an unprecedented expansion in commercial development, adding more than 9,000,000 square feet of new office, retail, and industrial space. This is the square footage equivalent of adding over 16 Santa Monica Place malls.
 - This flood of development has negatively impacted our city, our neighborhoods, and Santa Monica residents by increasing traffic congestion, parking problems, pollution, and demands on our infrastructure.
 - Commercial development typically generates at least three to four times the amount of traffic as residential.
 - The vision of the 1984 General Plan to promote commercial growth has been met and exceeded by this unprecedented pace of development.
 - Since 1995, growth in commercial space (office, retail, and industrial uses such as studio and post production facilities) has averaged 160,000 square feet per year, the square footage equivalent of adding one new Santa Monica Place mall to our city every three and a half years.
 - Growth is expected to continue at this pace for the next 20 years, adding approximately 3,200,000 square feet of new commercial development, or the square footage equivalent of almost six new Santa Monica Place malls, to our already congested city.
 - Continued unsustainable development at this level will have dire impacts on traffic and on Santa Monica residents' quality of life.
- This measure will put residents back in control of our city by putting a reasonable, common sense limit on future non-residential development. Specifically:
 - This measure will cut Santa Monica's projected commercial growth in half.
 - This measure exempts residential, schools, and other uses vital to the well being of our community.
 - By capping annual commercial development at a level that allows a reasonable rate of growth, this measure will ensure that our city has the time to develop the physical, economic, and social infrastructure to keep pace with development.
 - This measure will give our city the opportunity to create a competitive selection process for potential commercial development, resulting in high-quality projects that best meet our community's goals and objectives.

- This measure will prevent the massive over-development of our neighborhoods and ensure that residents have a say in the future of our city.


Signed by:



Diana Gordon
Co-Chair
Santa Monica Coalition for a Livable City
("SMCLC")



Elizabeth Riel
President
North of Montana Association
("NOMA")



Ted Winterer
President
Ocean Park Association
("OPA")